

Album of Room Ideas

BY HAZEL DELL BROWN

How you can use this album in your home —

On the following pages you'll see a number of kitchens, bathrooms, bedrooms, and other rooms. I don't imagine many of you will adopt any of these rooms for your house just as they are shown, but I do hope they'll give you lots of fresh suggestions that you can use.

There is another way this album can help you. As you study the different rooms, they may suggest ideas of your own. And that's something to remember about interior decoration — don't be afraid to use your own ideas. They're what give a room charm and make it reflect your personality instead of being a copy of what you might find in almost any home.

And when you're planning a room, be sure to keep in mind the use to which your family will put it. That's the way I selected every room in this album. As you'll see, each interior shown on these pages solves a particular decorating problem—perhaps one which may have been troubling you.

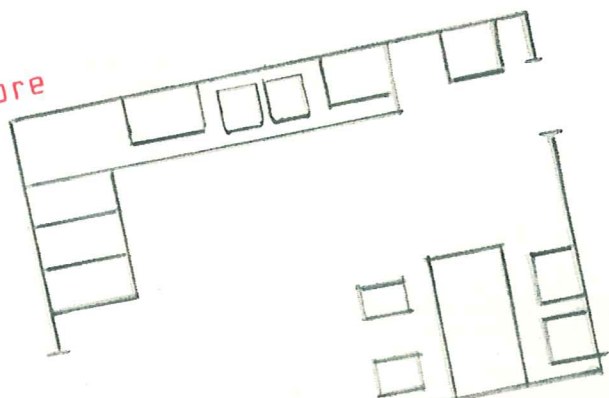
Another bit of advice: before you spend a penny on a room, first work out the color plan. Get samples of draperies, upholstery, rugs, wall effects, and linoleum. Then you can see exactly how the colors will look when they're put together in the finished room. That's the way all professional decorators work. And it's the best way to keep from making needless mistakes that might be costly to correct later on.

If you'll follow these few suggestions and if you rely on your own imagination and good taste, I'm sure you'll have no trouble in doing over any room in your house. But if you should need help on a particular problem, please don't hesitate to write me.

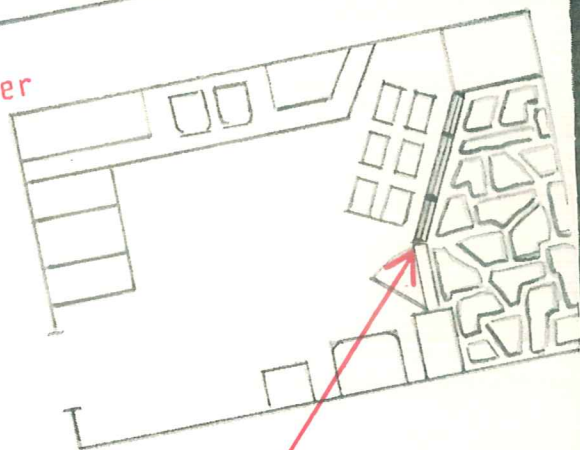
Cordially yours,

Hazel Dell Brown

Before



After



Cutting the corner provides room for the flagstone porch

Why not try a modern idea in kitchen planning?

You needn't give an old kitchen up for lost. The photograph on the right proves that even the most conventional interior can be converted into a modern, efficient workroom. Here a diagonal line of glass doors, built across a rectangular room, creates a handy screened-in back porch, a delightful breakfast nook facing the garden, and a compact, step-saving kitchen center. It's a practical plan that can be adapted just as easily to a new house as it can to an old one.

The sink unit is placed along the wall and joins a corner cupboard which holds table settings for the three individual tables. These tables are adjustable. They can be lifted to sink height when extra counter space is needed, lowered and arranged along the glass doors at mealtime, or wheeled out on the porch for picnic suppers.

Notice the large drawers for pots, pans, and other kitchenware. They slide out to provide easy access to these cooking utensils.

The design naturally calls for a modern floor—Armstrong's Linoleum. A broad band of light-toned Marbelle follows the diagonal line of the glass doors, setting off the breakfast corner of the room. The remainder of the kitchen is floored with a matching Straight Line pattern whose crisp inlaid figures furnish the key to the red and black scheme. Linoleum is used on counter tops and at the cove and base.



Floor: Armstrong's Straight Line Inlaid Linoleum, Style 18210, and Marbelle, Style 1913, joined by strip of Plain Chinese Red Linoleum, Style 39.

*out with the wall...
in with the garden!*

HONEY —
I LOVE YOU VERY
MUCH, BUT DO YOU
HAVE TO WASH OUT
YOUR SLIPS AND THINGS
IN THE BATHROOM
EVERY DAY?



We will do laundry in the bathroom

What woman doesn't use her bathroom for a laundry? Nearly all of us are guilty of it. And a penciled note such as the one shown on the left of the page could easily have inspired this smart two-purpose bath. It's a room that doubles as a laundry and bath without any sacrifice of convenience or beauty.

The handsome unit at the end of the room contains a lavatory, laundry tub, tilt-front hamper for soiled clothes, large drawer for towels, cupboard for laundry soaps and chips, and an oversized medicine cabinet—all amply lighted by an overhead soffit fixture. Both the top and sides of this unit are attractively finished with plain gray linoleum.

The big news in this bathroom, however, is the lightweight plastic ladder at the end of the tub. Ordinarily it serves as a commodious towel rack, but on wash day it turns into a clothesline. Clothes are arranged on the rounds, and the ladder lifts above the tub and hooks onto metal tabs in the wall.

A small, legless dressing table is attached to the wall on the left. It's fitted with sliding trays to hold creams, lotions, and make-up.

A linoleum floor is a "must" for such a busy bathroom. The one used here is Armstrong's Burgundy Marbelle inset with plain gray and white Linostrips that repeat the interesting effect of the plastic bars.

These same colors—gray, white, and burgundy—are nicely distributed throughout the remainder of the room—white fixtures set against gray walls with ceiling, shower curtain, and small accessories in burgundy.



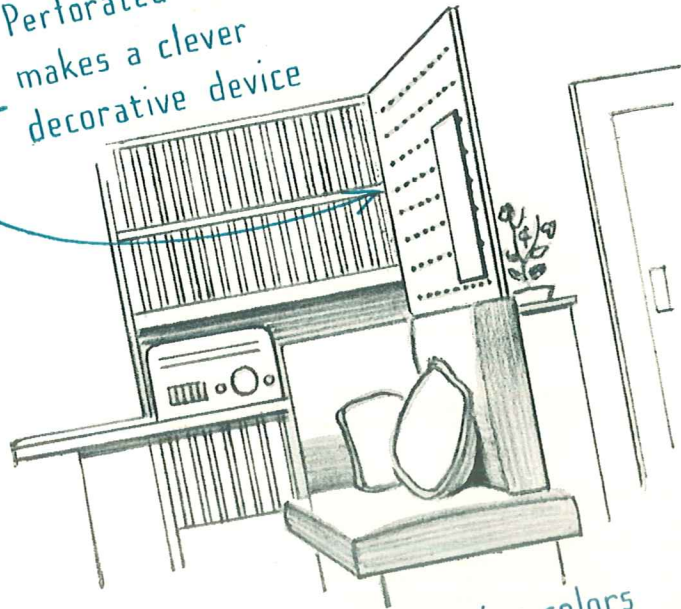
Floor: Armstrong's Marbelle Linoleum, Style 027, inset with strips of gray and white linoleum.

a handsome
bathroom

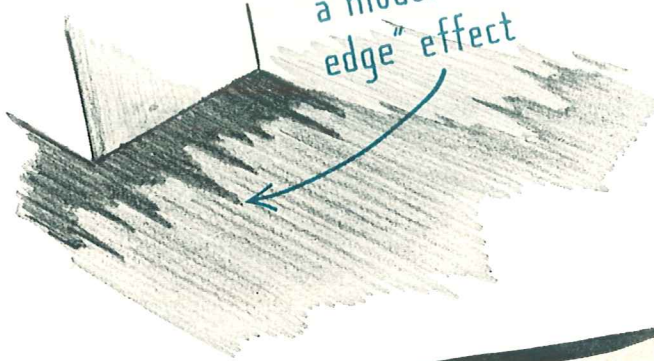


a handy
laundry

Perforated screen
makes a clever
decorative device



Contrasting colors
of jaspé blend in
a modern "icicle-
edge" effect



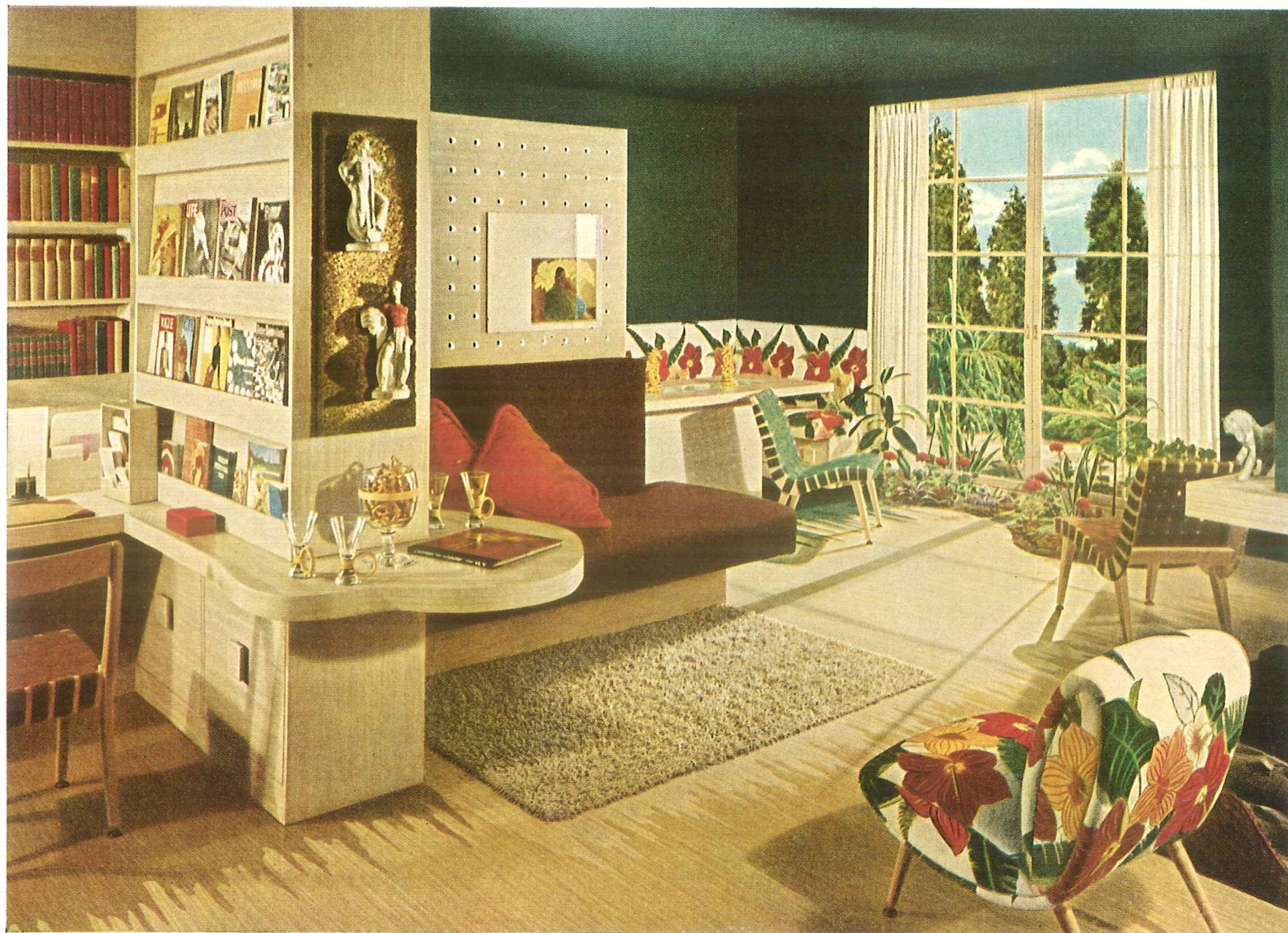
A modern home can be planned for friendly living

Too many families shy away from modern decoration because they think it's bare, and cold, and hard to live with. But this living room shows that a functional interior can be as warm and livable as any other. Much of the warmth comes from the color and pattern in the floor and the bright, bold upholstery. They complement the crisp, functional lines of cabinets and furniture.

Many of the details in the room explain themselves—the convenient desk, book, and magazine arrangement, the perforated wood screen, the couch, the dining table, and built-in banquette. Another interesting feature, shown in the sketch at left, is the use of the space on the other side of the magazine rack to house a radio-phonograph combination and records. The curved cantilevered shelf was made wide enough to hold an open record album. There are no lamps in the room. Concealed illumination lights the desk and couch. A spotlight from the ceiling dramatizes the garden. In the dining room a flattering glow comes from the pedestal of the modern table.

Deep forest green on the walls and ceiling offsets the abundance of light and creates a foil for the blond wood and tropical upholstery. Incidentally, both the large window and the draperies slide into recesses in the wall so that the room can be open to the out-of-doors.

The linoleum floor plays an important part in the modern design of the room. Green, beige, tan, and malay brown jaspé are blended and the colors interlocked in an "icicle" pattern that points up the color scheme of the room.



Floor: Armstrong's Jaspé Linoleum—Hunter Green, Style 19; Malay Brown, Style 16; Tan, Style 9; Beige, Style 7.

...and there's a garden right in the living room!

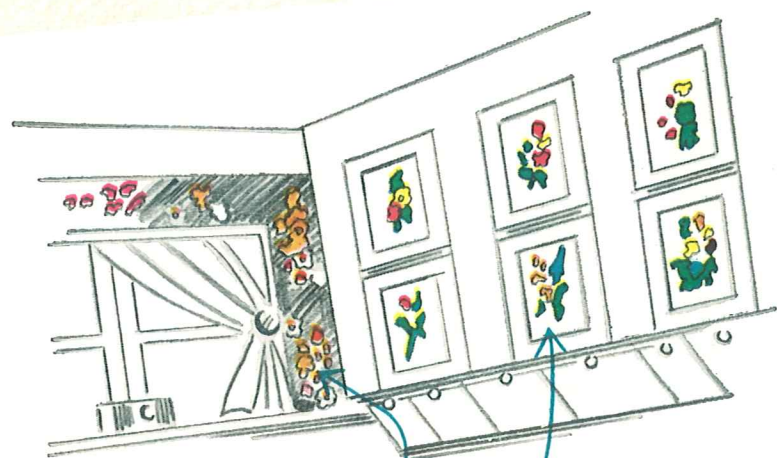
A little kitchen can be big with bright ideas

So often the small kitchen is nothing more than a suffocating little "box"—cluttered and unlovely. But such a room can be both efficient and pretty. The photographs on the right will give you an idea of how it's done.

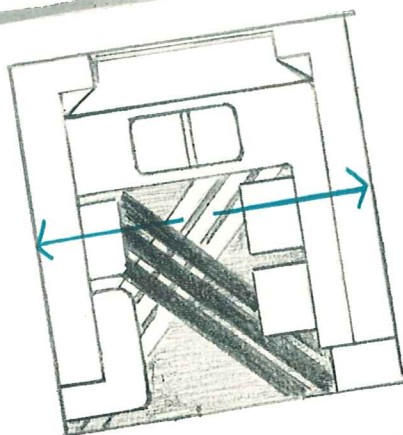
Here a mere 7' x 7' area holds refrigerator, stove, standard size sink and, in addition, provides good storage space and a cozy place to breakfast and lunch. The bins under the upper cupboards hold everything from bread and cookies to string and corks, while simple wood platforms divide the cupboard shelves into all sorts of easily reached compartments.

But what keeps a small room like this one from looking crowded and coldly efficient? There are a number of things. The gay, glass-enclosed artificial flowers that form a frieze around the window . . . the crisp, embroidered white organdy curtains . . . and the bright flower prints framed behind glass and mounted on the cupboard doors.

Now, the color scheme . . . a most important consideration in so small a room. It starts as it should with a clean-cut Armstrong Floor—blue Marbelle linoleum—with crisscross bands of plain dark blue and white. The same dark blue linoleum covers counter tops, splashboards, pull-out trays and forms the rounded cove base at the joining of floor and walls. A lovely shade of turquoise is used for all the cabinets, walls, wood trim, and ceiling.



Artificial flowers
behind glass and
floral prints on cupboard doors
brighten the whole room



crisscross bands
in the floor make
a small room
look larger

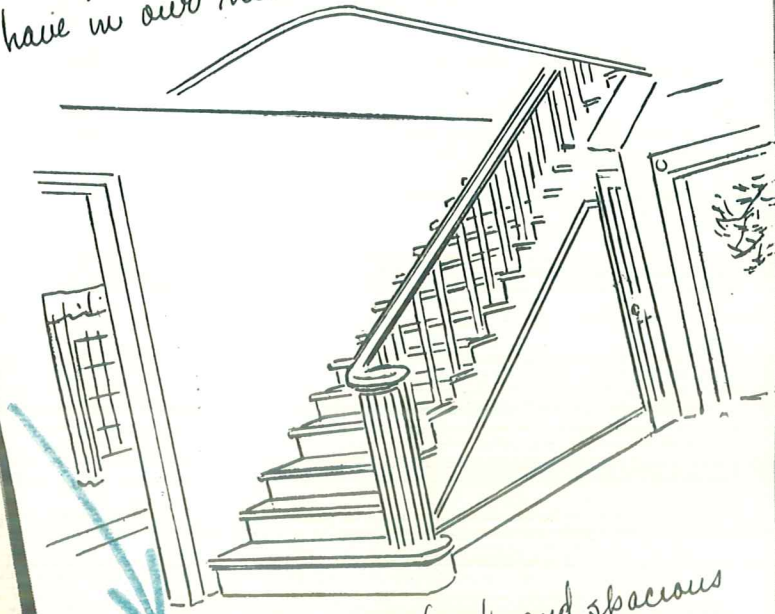


every square inch
of space has been
put to work



Floor: Armstrong's Marbelle Linoleum, Style 013, with bands of Blue, Style 29, and White, Style 23.

2.
and here's a sketch of the hall I'd like to
have in our new home.



It would be so lovely and spacious
but my husband says it would
waste too much space. Have
you any suggestions on how

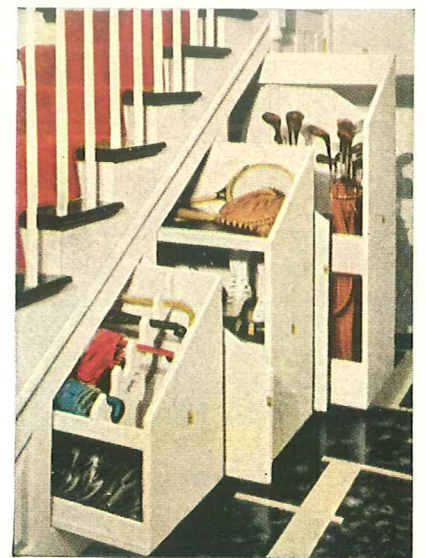
A center hall that really pays its way

This attractive center hall has all the spaciousness you like so much. Yet it's space saving, too—and all the more interesting because of it.

For instance, most staircases are flanked by a bare wall. Waste space? Not if it's turned into a library. This not only makes an effective wall treatment, but also ends the problem of finger-marked wall paper along the stairs.

Now take a look at those panels under the stairs. More waste space, you say. But press one with your knee, and it pops open to reveal a hidden slide compartment. Three of them hold everything from overshoes to golf bags, leaving the coat closet under the landing free for coats and hats.

But the feature which gives this hall real distinction is the Armstrong Floor in a dramatic Chinese Chippendale effect. It looks expensive but it isn't—merely a background of Armstrong's Black Marbelle Linoleum with a design formed by inlaying strips of plain white in two different widths. And it's as practical as it is decorative. That's important in a hall floor that gets so much "traffic" every day. With Armstrong's Linoleum, muddy footprints and tracked-in dirt can be wiped up in a jiffy.



You can put
waste space to work—even under the stairs→



Floor: Armstrong's Marbelle Linoleum, Style 021 Black, with inset design of Plain White Linoleum, Style 23.



Mother Dear,
We know just how you've felt
about coming to live with us.
But, darling, there isn't a
thing to worry about now.
Remember the old guest
room? Well, we've made it
over into the cutest little
apartment... and it's all
for you! Honestly, Mother,
it has everything.
We can hardly wait
for you to move in. Make
it soon, won't you.
All our love,
Jane

How to create a complete apartment out of one room

Statistics don't tell but we all know from experience that many families face the problem of deciding where a lone parent or elderly relative is going to live... and a one-room apartment may be the solution.

But what's involved in making over a typical bedroom like the one shown below into the smart apartment at the right? First, it's necessary to partition off one side to provide space for a tiny kitchenette and bath. And for the floor, what could be more practical than Armstrong's Linoleum? The soft gray jaspé fits in well with the hyacinth and turquoise on the walls and in the upholstery and makes a handsome foundation for the whole decorating scheme. For added effect, it's cut in blocks and laid in a distinctive herringbone pattern.

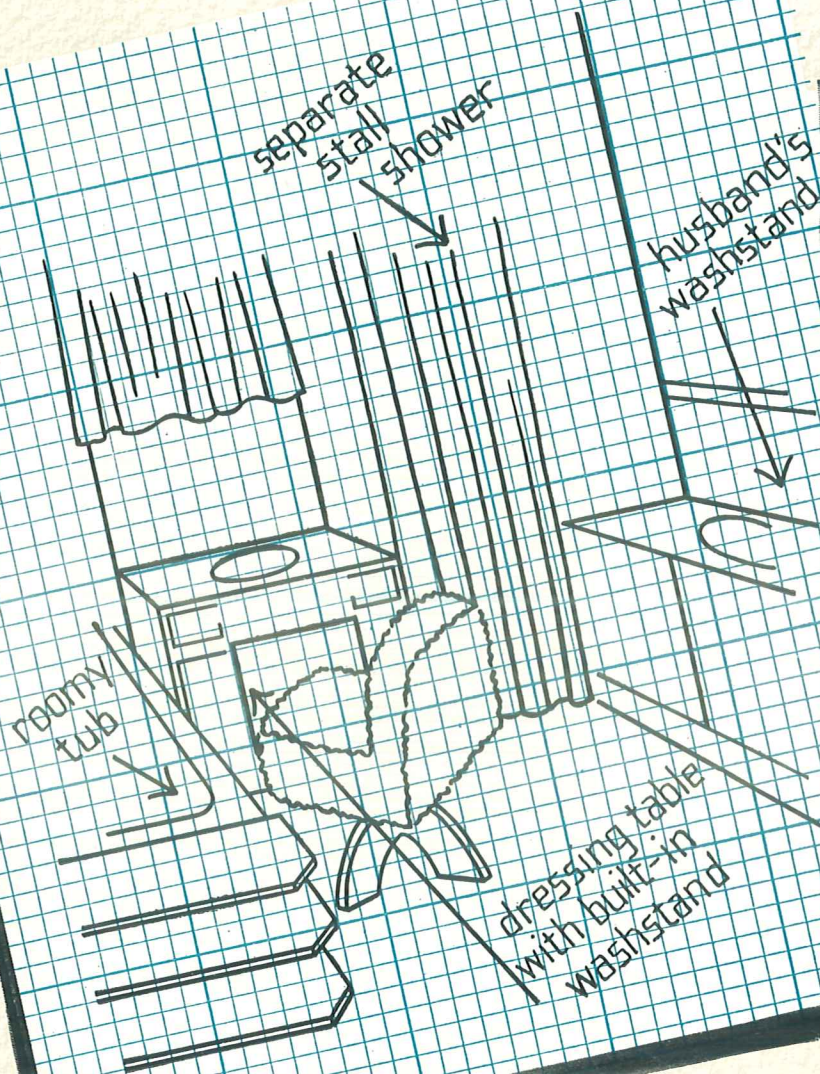
There are a few other touches—most of them very simple—to give the apartment smartness and livability... that gem of a powder room, for instance, between kitchenette and bath... the shaped, upholstered head and sideboard on the bed that help get rid of the bedroomly look... and the family pictures framed alike and hung gallery-fashion on the wall. All these changes are simple enough, but they add up to as complete an apartment as anyone could ask for.





Floor: In the main room, Armstrong's Platinum Gray Jaspé, Style 5. In bathroom and kitchenette, Gray Marbelle Style 018, with insets of turquoise.

Would you believe it used to be a spare room?



Tub vs. Shower? This bathroom has both!

A single bath presents a lot of problems. Just when you want to get into the tub, your husband is splashing under the shower. Or if he's in a hurry to shave, you're using the washstand mirror to make up. But here's a room that eliminates many objections to sharing a common bath. It's planned for two—and decorated for two. In one corner there's a stall shower built of structural glass; in the opposite corner the toilet, enclosed in a matching glass cabinet. Along the opposite wall is the tub—with a built-in shelf unit for bath accessories and towels.

Between the cabinets is a washstand where the man of the family can splash to his heart's content—with a well-lighted shaving mirror he doesn't have to share. Built into the cabinet below are a rack for his towels, a tilt-front hamper for laundry, and a handy shoe shine stand.

Under the window is something for the woman in the family—a very special dressing table with its own washbowl set right in the top and a luxurious swivel chair in front of a make-up mirror.

Both husband and wife will like the handsome Armstrong Floor with its two-tone diamond insets against a field of beige Marbelle. There's no floor more practical for a bathroom where water gets splashed and powder and lotions are spilled. It's so easy to keep spick-and-span.



Floor: Armstrong's Marbelle Linoleum, Style 09, with inset of Plain White, Style 23, and Brown, Style 20.



For the man
of the house →
a completely outfitted
shoe shine stand
(you can use it, too!)

A new approach to kitchen design

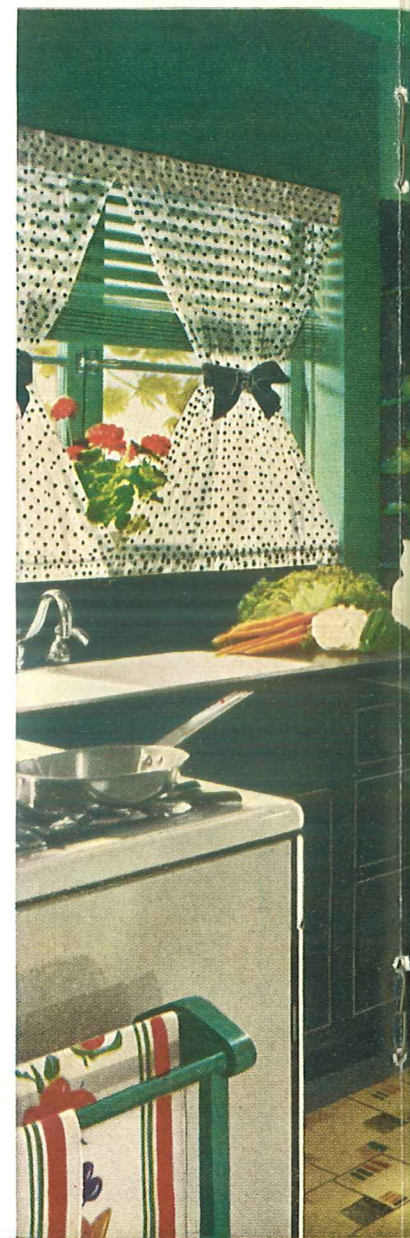


Here's a kitchen idea that's brand-new—yet so completely workable it's a wonder nobody ever thought of doing a kitchen like it before.

Actually what could be simpler than an "all-in-one" closet? Just one pair of doors to be opened when you're ready to start a meal and everything is right at hand. On the doors are knives, forks, skillets, pans, and other utensils. Inside the closet are shelves and bins that hold everything else you need for cooking.

Cleaning up is just as simple. After the dishes are washed, you just stow everything away in the closet, shut the doors—and the whole kitchen is in apple-pie order.

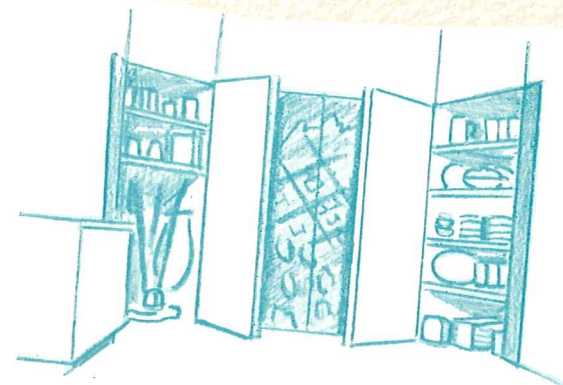
And when you close those doors, there's a real surprise. One entire end of the room becomes a picture wall. In this kitchen both doors are covered with a home-painted mural of the town. (A pretty scenic wallpaper would also be effective.) The colors—yellow, red, green, and blue—are picked up from the Armstrong Floor.



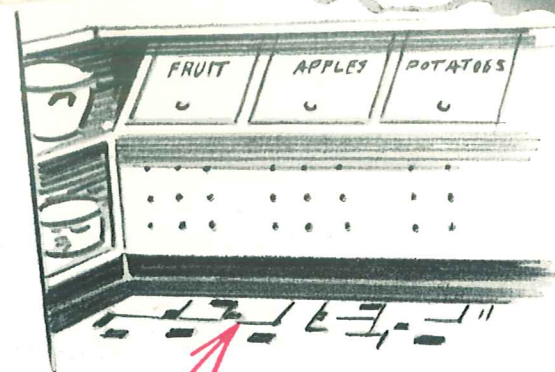
Floor: Armstrong's Embossed Inlaid L



Linoleum, Style 5641. Sink top and cove base; Plain Black Linoleum, Style 27.

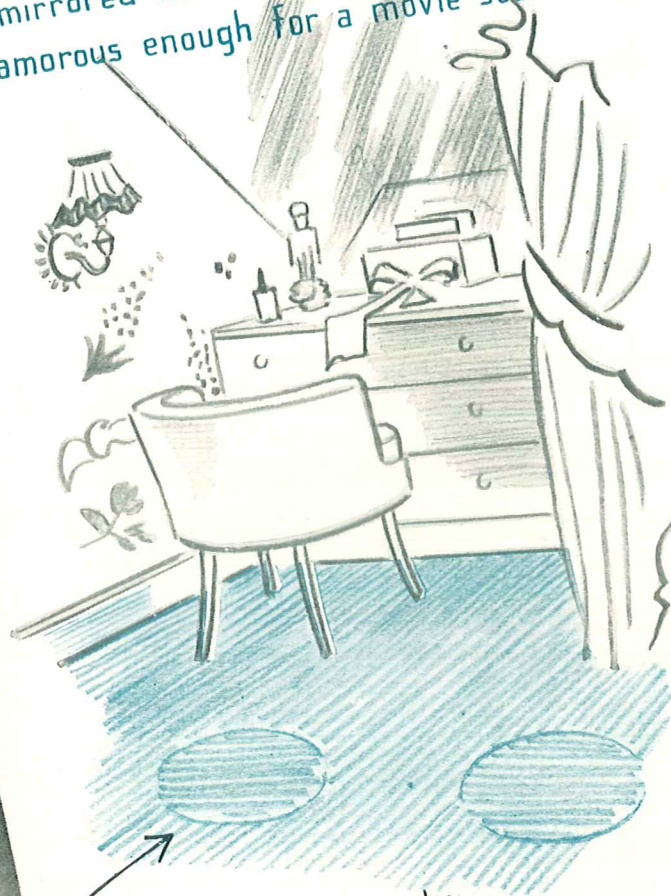


handy corner cupboards
add extra storage space



Linoleum cove base
makes cleaning easier

A mirrored make-up corner
glamorous enough for a movie star



smart circular insets
in the jaspé floor

Glamour room for a Teen-age girl

Every girl wants a room of her own. And what girl wouldn't thrill to this gay blue-and-pink boudoir! It's hard to believe that the room on the right is actually a junk-cluttered attic transformed—with a few tricks and a lot of ingenuity—into a lovely bedroom.

But once the ugly attic floor was concealed with colorful Armstrong's Linoleum, the rest was fairly simple. First trick was a mirror on the sloping wall by the window. Then, an old round table covered with chintz to match the wallpaper, and the result—a make-up corner glamorous enough for a movie star!

You're wondering about that lovely canopied bed? It's just an everyday couch hung with white cotton bobbinet. And the comfortable chair—you won't believe it—was actually made from an old barrel.

But the smartest idea in the whole room is the magical way those old floor boards were made to disappear. Since blue is the favorite color of most girls, Armstrong's Jaspé Linoleum in colorful azure blue is used for the new floor. The trim circles of jaspé are set crosswise into the floor field. This design is as inexpensive as it is interesting and different.

Linoleum is such a sensible choice for a bedroom, too. Lint and dust can't cling to it, and it's so easy to keep clean. Just dust it regularly, wash and wax it occasionally, and it stays bright and fresh for years. No doubt lots of folks would find an extra room hiding under the eaves—once they realized what Armstrong's Linoleum does for an unsightly attic floor.



Floor: Armstrong's Blue Jaspé Linoleum, Style 6.

—it once was a dusty attic!



Dear Sue,
I'm having a party
for all the kids after
school tomorrow. Ice
cream and everything.
Be sure and come.

Betty
P.S. Mom promised
to bake some of her
yummy cookies, too

...and here's the kitchen that's made baking fun for Mother

Many a mother would love to keep the cookie jar full. But it's easier said than done in an old-fashioned kitchen where baking things are scattered all over the place.

However, you can plan a kitchen where baking is a pleasure instead of a chore. The one shown on the right is a good example. That special baking cabinet illustrated in the small pictures is the focal point of the whole room. It's designed on the same principle as the soda fountain in the corner drug store—where everything you need is right at hand in easy-to-get-at containers. Here the containers hold flour, sugar, meal, etc., and they're sunk into the cabinet, with lift-off lids.

Rolling pin, wax paper, spices, cook book (in a lighted holder) are all at your fingertips. The cake and pie tins and cookie sheets are arranged neatly, file fashion, at one end of the cabinet. And look at the other end. There's a new idea! Five pull-out wire racks—enough to cool a supply of cookies for even the hungriest of families!

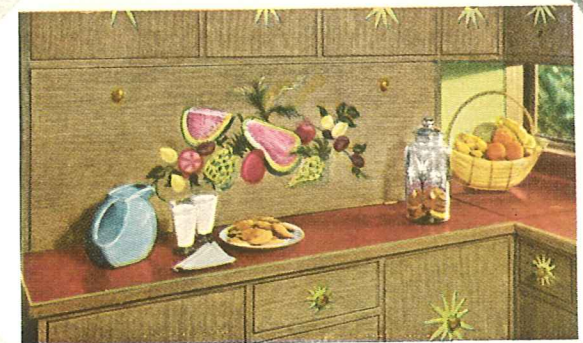
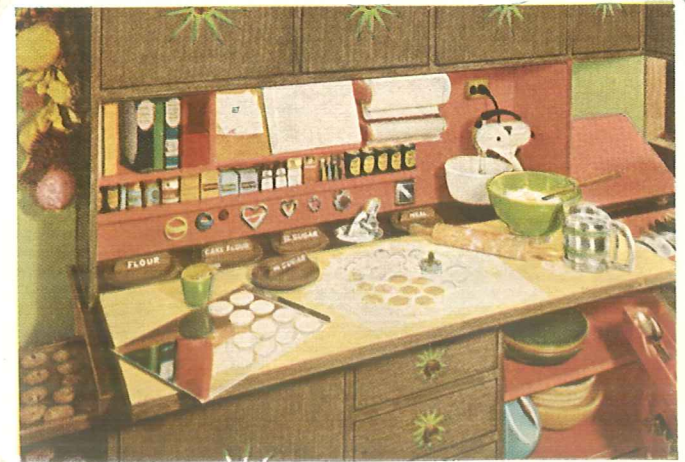
Best of all, when there's no time to clean up, you can whisk everything out of sight. All you have to do is close the large front panel to reveal a clean, spacious serving counter with a pretty hand-painted fruit mural above.

As you can see, this baking kitchen is as pretty as it is practical. The modern, full-view windows let in abundant light and air. And the easy-to-clean floor of Armstrong's Embossed Linoleum picks up the coral, brown, and terra cotta shades of the room and blends them into a harmony of color. It's a handsome new block design that has all the beauty of fine hand-set tile. And its satiny-smooth surface can be cleaned with a damp mop.



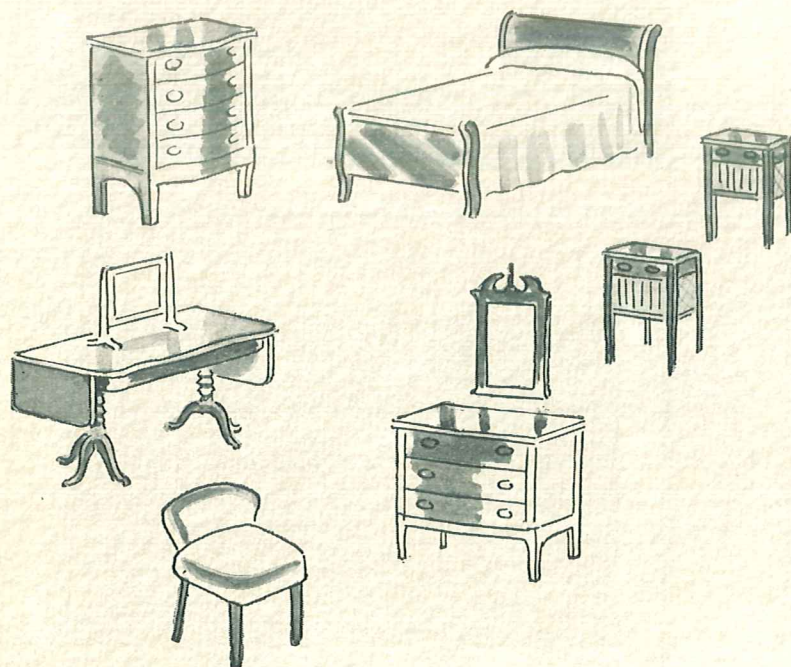
Floor: Armstrong's Embossed Linoleum, Style 5730. Counter top and cove base: Terra Cotta, Style 25.

a soda fountain inspired
this efficient baking
cabinet





It's the same furniture, but...



...it looks like a brand-new room

Many people furnish their bedrooms with a conventional six or seven piece set of furniture and then are disappointed because their rooms lack personality. In the small photograph you see the matching pieces as they look in a typical bedroom. The large picture at the right illustrates how that same furniture can be glamorized in a new setting.

One of the newest ideas in decoration is used here—the "color shell." It's based on the lovely hunter green jaspé floor. That color starts with the floor, then sweeps up the walls and across the ceiling, creating a beautiful one-color setting for all the furnishings in the room.

The pleasing shell of color creates the background for the canopied bed. That canopy, by the way, is nothing more than a valance of cretonne tacked to the ceiling and finished off with a mahogany molding. The same flowered cretonne covers the wing chair, dressing table bench, lamp shades, and the bed.

For practical purposes, commodious closets are installed in two corners of the room. Both of these are equipped with full length mirrors and decorated by scalloped wood frames painted to match the walls and woodwork.

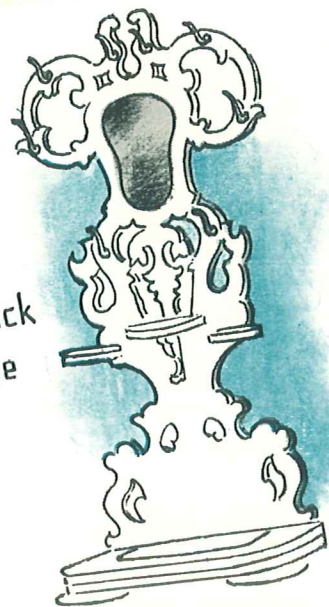
Small individual string rugs are sewed together to form a one-piece, U-shaped rug that's easily pushed aside to clean under the bed. And cleaning is indeed a simple matter when the floor is Armstrong's Linoleum. Incidentally, the distinctive diagonal effect of this floor design is accomplished merely by laying the linoleum on the bias in the four sections of the room.



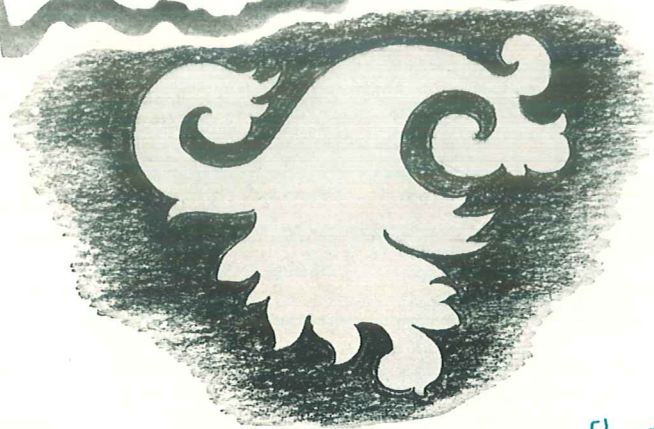
Floor: Armstrong's Hunter Green Jaspé Linoleum, Style 19.

a new idea - your whole room a shell of color

An odd piece
like this old hatrack
makes a handsome
flower stand



... scroll design inset in the floor
adds character to the room



How to dramatize Victorian furniture... and have the smartest room in town

There is good and bad in Victorian furniture—as in everything else. But often some of the most ornate and extreme pieces can be utilized in decoration—with dramatic results. The dining room shown in the photograph at right is a case in point.

The big, bulbous sideboard down below, for instance, takes on considerable glamour in its new dress of pale shell pink highlighted with gold. The discarded hatrack becomes a flower stand merely by substituting iron brackets for the old coat hooks.

The chairs are an example of good Victorian design—beautiful in line and detail. Upholstered in a striped chartreuse and pink fabric, they fit in perfectly with the rest of the scheme.

The special floor design, rich looking as it is, really costs very little. The handsome scrolls were all cut from one color of linoleum—coral Marbelle—and inlaid in a field of marbled black. The effect carries out the Victorian feeling so perfectly that it gives the whole room charm and unity. And of course, it puts a happy end to clean-up problems because, as so many women have discovered, the sensible floor for a dining room is satin-smooth Armstrong's Linoleum.





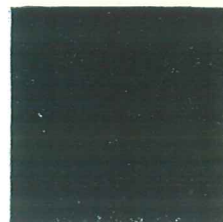
Floor: Armstrong's Black Marbelle Linoleum, Style 021, with insets of Coral Marbelle, Style 019.

... and all that lush-looking furniture was home painted !

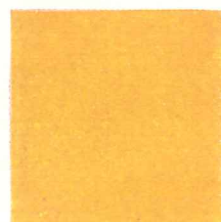
Floor styles that make decoration easier

Armstrong patterns are planned to give you the widest possible choice of designs to harmonize with any style of decoration or color scheme. There are subdued designs that serve as a rich background for important furnishings. There are bright, noticeable designs that give interest to a room where furnishings are undistinguished. The Embossed group adds texture and character to a room. The Straight Line group creates a crisp, clean-cut effect. Certain designs emphasize a formal scheme; others lend a warm, informal feeling. Some patterns can be used to give an open, spacious look to crowded rooms, some to brighten dark rooms. You'll see examples of all these different types of patterns on the following pages. But this is only a selection. Your floor covering merchant can show you many more. And then, of course, with versatile Armstrong's Linoleum you can always create an individual floor design all your own.

Plain and Jaspé Linoleum for colorful floors, backgrounds, borders, and insets



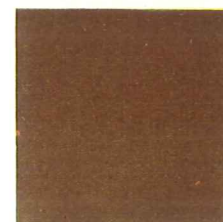
Style No. 27
Black



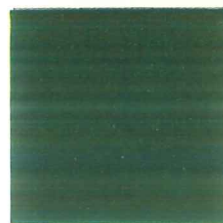
Style No. 48
Canary Yellow



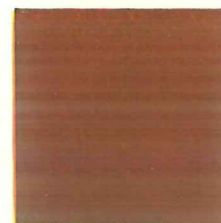
Style No. 23
White



Style No. 20
Brown



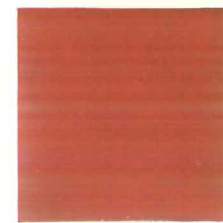
Style No. 21
Evergreen



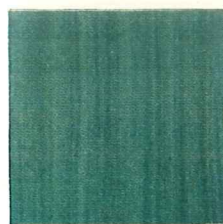
Style No. 25
Terra Cotta



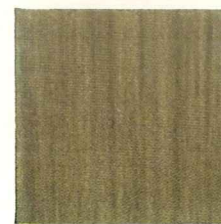
Style No. 29
Cadet Blue



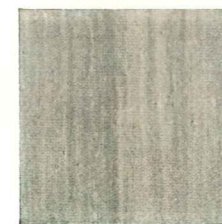
Style No. 39
Chinese Red



Style No. 1
Apple Green Jaspé



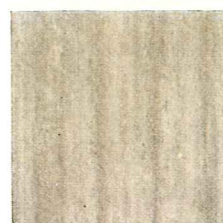
Style No. 4
Light Taupe Jaspé



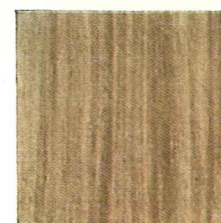
Style No. 5
Platinum Gray Jaspé



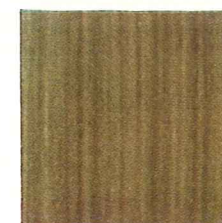
Style No. 6
Azure Blue Jaspé



Style No. 7
Beige Jaspé



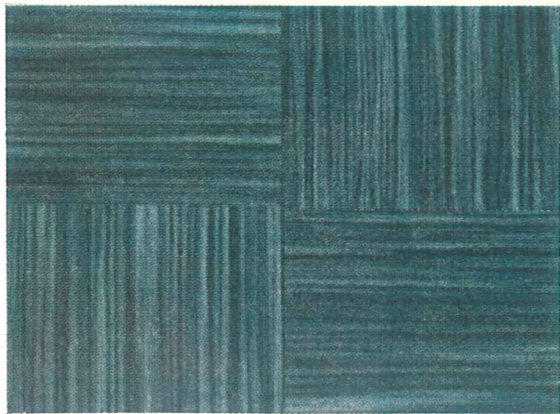
Style No. 9
Tan Jaspé



Style No. 16
Malay Brown Jaspé



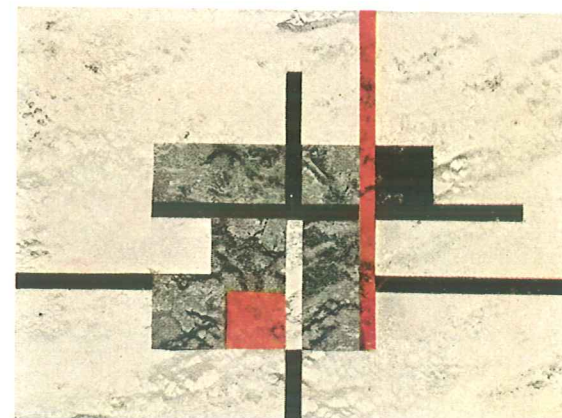
Style No. 19
Hunter Green Jaspé



Style No. 0521—A smart, new basket-weave effect in Armstrong's Straight Line Inlaid Linoleum that resembles a fine custom-designed jaspé floor.



Style No. 0488—A practical pattern for kitchen, nursery, den, hall, or bathroom. And there are plenty of accent colors in those trim, bright blocks.



Style No. 0377—Crisp, tidy . . . nice for a kitchen. The red would make a lovely accent color used as a trim for cupboards and woodwork.

*Armstrong's
Straight Line
Inlaid Linoleum—
for crisp, clean-cut
style effects*



Style No. 0501—A simple nine-inch block design in tones of sienna red and warm tan. So practical you can use it almost anywhere in the house.

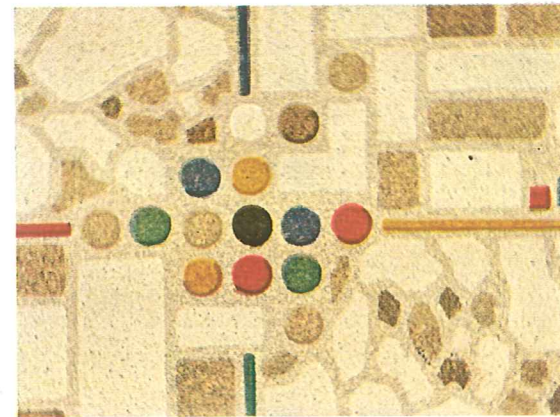


Style No. 0465—The widely spaced design elements help to give this straight line inlaid pattern an open, spacious feeling. Good for a small room.

*Armstrong's Embossed
Inlaid Linoleum—
you can see and feel
its rich texture!*



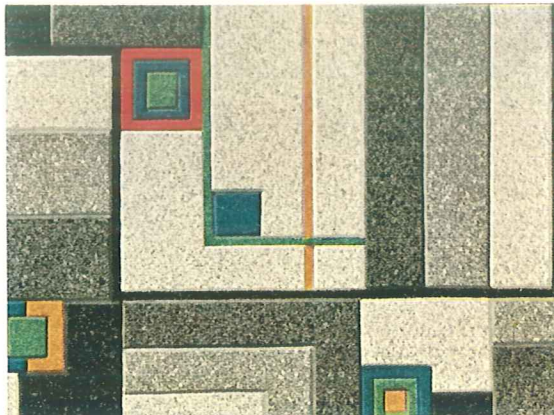
Style No. 5740—A rich sculptured effect in muted tones of blue. This embossed inlaid pattern is smart for a living room, bedroom, den, or a hall.



Style No. 5720—The soft, mottled background is practical and a perfect foil for the smart colored discs. Use it in a room that needs brightening up!



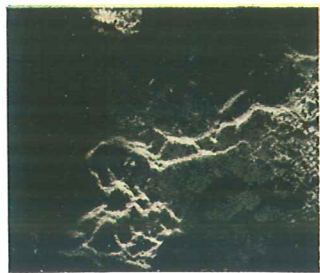
Style No. 5730—Here's an Armstrong's Embossed pattern for your modern kitchen. Crisp and streamlined with enough color to make it warm and cheerful.



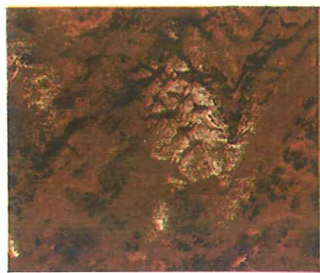
Style No. 5531—Serviceable, with plenty of design interest. Best in a kitchen, bath, or sunporch—with solid color accessories for accent.



Style No. 5352—Tile effect with a warm, informal look. Good choice for a small room, hall, den, kitchen, living room, or dining room.



Style No. 021



Style No. 017



Style No. 027



Style No. 033

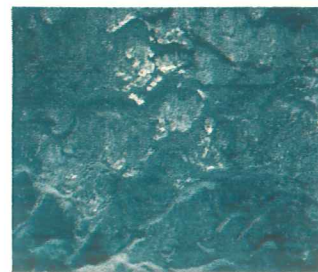


Style No. 034

*Armstrong's Marble —
dignified patterns that
are work-savers, too!*



Style No. 013



Style No. 02



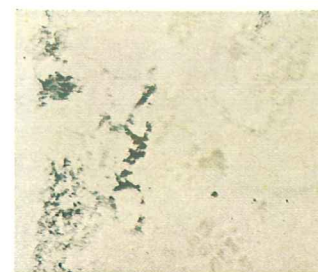
Style No. 08



Style No. 018



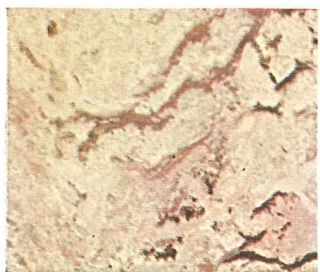
Style No. 020



Style No. 032



Style No. 09



Style No. 019



Style No. 028



Style No. 030



Style No. 016

Armstrong's Linowall— for lovely walls that last

Although a linoleum floor can do much to improve the appearance of a room, you can't expect it to hide the ugly effect of shabby, discolored walls. That's why, when you're putting in a new floor, it's a good idea to brighten the wall areas at the same time with Armstrong's Linowall.*

This remarkable material gives you the same advantages on your walls as Armstrong's Linoleum does on the floor. It is every bit as easy to clean and just as durable, too. And like linoleum, its beauty is just as lasting.

Linowall is washable. Fingerprints, smudges, and ordinary stains come off in a jiffy. Occasional washing with mild soap and water is the only cleaning necessary.

Linowall is flexible. It can be formed smoothly, without seams, around corners. Properly installed, it covers walls without a sign of a wrinkle or a bulge. Your linoleum merchant can install Linowall, and you'll find the cost of such an installation is moderate.

Linowall lasts. It's a truly durable wall covering that doesn't craze or chip and never needs costly refinishing.

* Reg. U. S. Pat. Off.

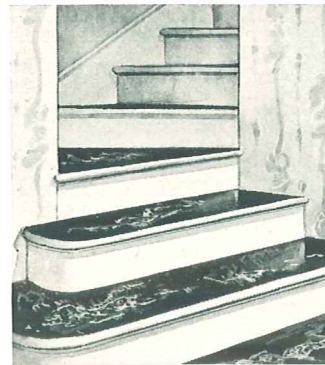


More ways to modernize with Armstrong's Linoleum

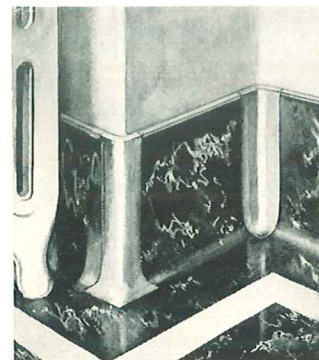
The many advantages of Armstrong's Linoleum are by no means limited to its use on the floor. Its quiet, resilient surface makes it ideal for work surfaces where noisy utensils are used. Its durability and ease of cleaning will be appreciated in any spot that must look fresh and new in spite of hard wear. And its rich colors always add a touch of smart beauty to any room. Here are five suggestions for modernizing your home with Armstrong's Linoleum—you'll think of others.



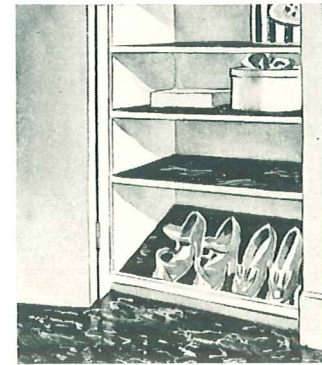
Sink tops, window sills. Linoleum makes a sanitary covering for sink tops and other work surfaces. Spilled things wipe right off without scrubbing. Its resilient surface reduces noise and breakage.



On stairways Armstrong's Linoleum is a handsome and serviceable covering that won't dent or mar under ordinary scuffs and kicks. It can be used on treads and also coved up onto the risers.



Armstrong's Cove Base forms a curved linoleum joining from 4½ to 6 inches high between floor and walls. This modern baseboard treatment eliminates dirt-catching corners, simplifies sweeping.



On shelves. When you re-floor your closets, add a touch of color to the shelves by surfacing them with left-over pieces of linoleum. That smooth surface will make them easier to clean and dust.



Baby's room. Linoleum is ideal for the nursery, but did you know it makes a sanitary covering for the play pen, too? And when walls are finished with Linowall, it's easy to keep the whole room clean.

Armstrong Floors are easy to keep bright and new —

As much as you may like the colorful beauty of the Armstrong Floors shown in this album, you can't really begin to appreciate the convenience of linoleum until it's installed in your own home. You'll find it a real work-saver. Furthermore, you need just two simple helps—Armstrong's Linogloss Wax and Armstrong's Cleaner—to keep your linoleum floor looking as fresh and bright and clean as the day you bought it.

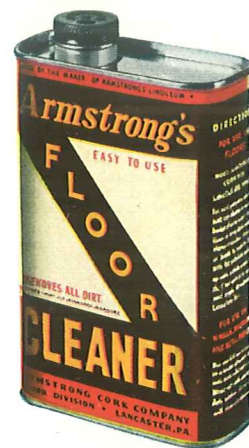
Armstrong's Linogloss Wax, the first of these, is a product developed by Armstrong especially for fine linoleum floors. It's easily applied, spreads quickly and evenly, and you don't have to polish it. Linogloss wax not only protects the satiny smooth surface of the linoleum, but it also makes your dusting and cleaning a good deal easier. There's just one thing to remember about this special floor wax: use it sparingly. Several very thin coats in traffic areas are much better than one heavy coat.

Of course, before you apply any wax—be sure your floor is clean. Dry-dusting is all the daily care it needs, and a damp cloth wipes up most ordinary spots and stains. Occasionally, however,

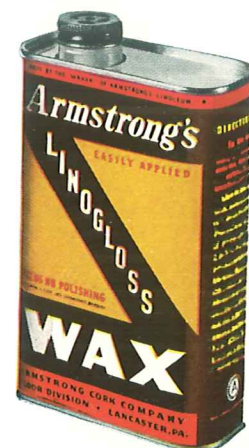
you'll want to wash your linoleum with a cleaner excellently suited for this purpose—Armstrong's Cleaner. A little Armstrong's Cleaner followed by a thorough rinsing will clean your floor without injuring it. (Always avoid using strong soaps on linoleum.) And don't wash your floor too often—most people do.

Count on daily dusting to keep it clean and waxing to protect the surface from dirt and grime.

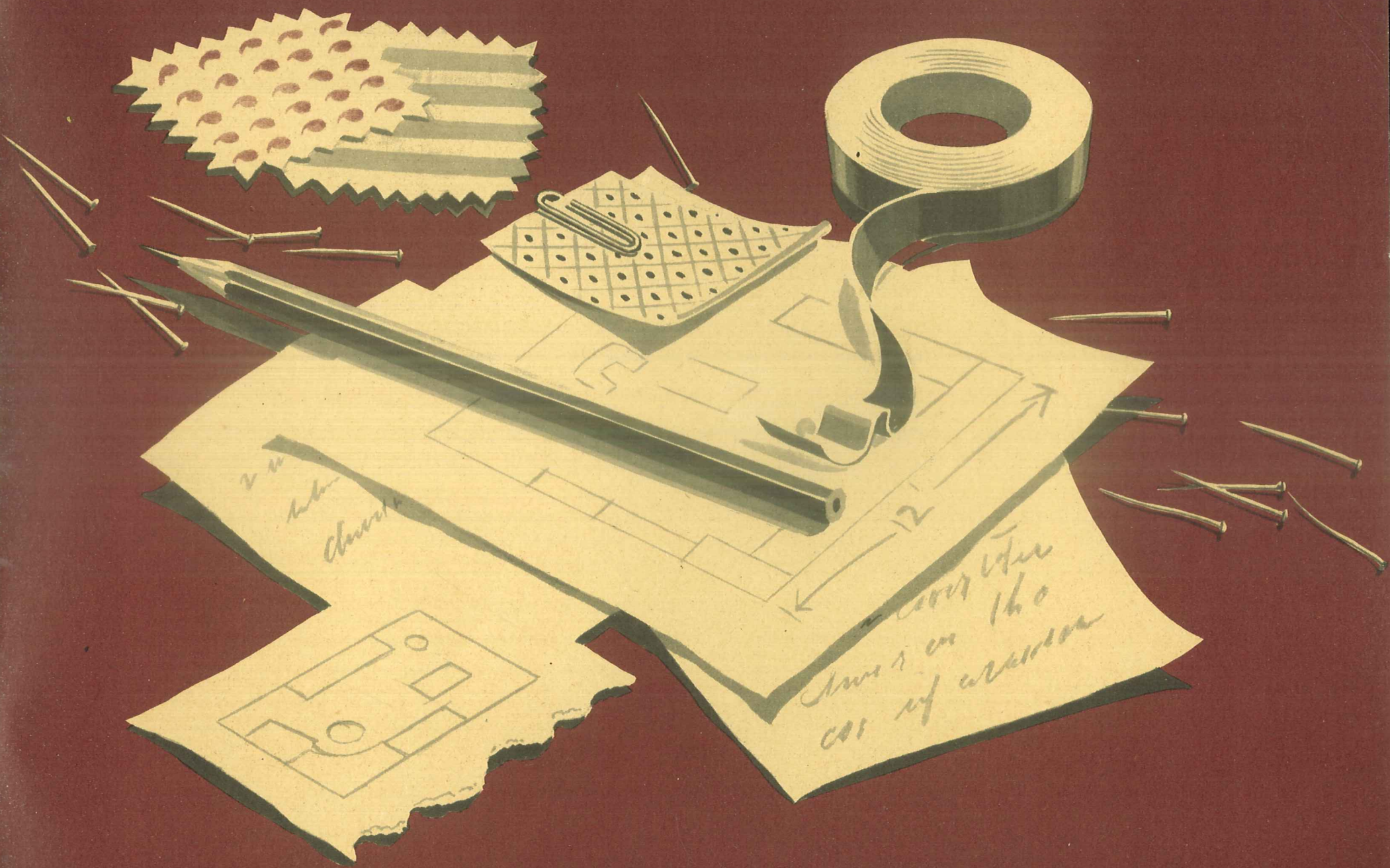
One other suggestion: use Armstrong's Furniture Rests on chair and table legs to protect your floor. Your floor covering merchant sells these rests—and wax and cleaner, too.



Armstrong's Cleaner
Cleans thoroughly, doesn't injure
the linoleum



Armstrong's Linogloss Wax
Easy to apply, needs no polishing



2 1/2
inches

2 1/2
inches
on the
top of machine



DECORATOR'S DATA SHEET

Data Submitted for Special Decoration Advice Free for Rooms in Which the Use of Armstrong Products Is Planned

USE this sheet to give our Bureau of Interior Decoration information to help you plan attractive color schemes for your home. If possible make a rough sketch on the back of this sheet showing the floor plans of your rooms. (Each ruled

square represents one square foot.) You will receive individual color schemes of actual wall covering, draperies, and suggested floor patterns. Our service does not include architectural advice or suggestions for furniture arrangements.

Mail this sheet to the Bureau of Interior Decoration, Armstrong Cork Company, Floor Division, Lancaster, Penna.

ROOM	Floor Dimensions	Does your room face north, south, east, or west?	Is wood trim waxed, stained, or painted? Color? If new house, state your preference	Type of floor covering preferred—Embossed Inlaid, Straight Line Inlaid, Marble, Jaspé, or Plain Linoleum	Color and type of main pieces of furniture you now have, or will buy	Color and kind of rugs you now have, or will buy	REMARKS State here your favorite colors for each room, and any other personal preferences.
HALL							
LIVING ROOM							
DINING ROOM							
KITCHEN							
BREAKFAST ROOM							
DEN OR LIBRARY							
SUN PORCH							
NURSERY							
SEWING ROOM							
BEDROOM							
BEDROOM							
BEDROOM							
BEDROOM							
MAID'S ROOM							
BATH							

Check: Type of House: English ☐ Spanish ☐ Colonial ☐ French ☐ Bungalow ☐

☐ The above data are for floors in our new home to be built.

☐ The above data are for reflooring our home.

1. We will be ready to install floors about.....

2. The dealer from whom we prefer to buy is.....

CHECK APPROXIMATE
VALUE OF HOME:

☐ \$3000 ☐ \$10,000
☐ \$5000 ☐ \$15,000
☐ \$8000 ☐ \$20,000
☐

Your Name.....

Street.....

City and State.....

Use the other side of this sheet to sketch your floor plans, as a further aid to the Armstrong Decorator.